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# American Stroke Association

## Dennis Milne



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## Presenter Disclosure Information

FINANCIAL DISCLOSURE

**Grants/Research support: None**

UNLABELED/UNAPPROVED USES DISCLOSURE: None



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# National Goals

- Increase adherence to primary prevention, secondary prevention and acute stroke guidelines
- Increase awareness of stroke warning signs / dial 911
- Drive changes in stroke systems, including Primary Stroke Center implementation
- Educate those at highest risk

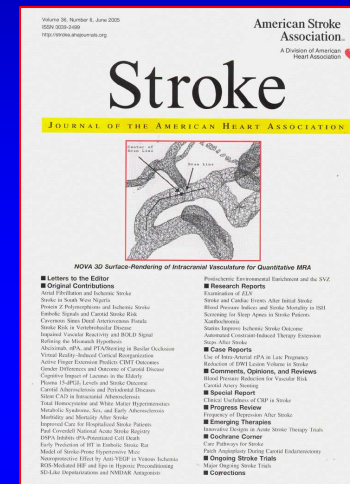


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# Strong Science Foundation

- Premier scientific journal
  - Over 15,000 subscribers



- Feb '06 International Stroke Conference

- More than 4,200 attendees
- Over 260 million media impressions
- Record 770 nurses at Stroke Symposium



# Guideline Adherence



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- Statements and guidelines provide foundation for our work
  - “Thought leaders” in stroke help set guidelines
  - Adherence to guidelines is major effort
- In-hospital setting
  - Get With the Guidelines/Stroke
    - ◆ Quality improvement program (615 hospitals nationwide, with 164,000+ patient records)

**GET WITH THE  
GUIDELINES<sup>SM</sup>**

**S T R O K E**

Demonstrated improvement in guideline adherence for patients discharged from GWTG hospitals



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# Guidelines Adherence

- Educating Professionals
  - ◆ Acute Stroke training as part of Advanced Cardiac Life Support program
  - ◆ Online NIH Stroke Scale for acute stroke assessment  
More than 39,000 registered participants
  - ◆ Stroke Science on Demand presentations captured from last International Stroke Conference
  - ◆ Nurses Symposium preceding each ISC
  - ◆ CME accreditation and derivative products with each release of new guidelines or updates

# Awareness Materials

Now available:

- Posters
- Magnets
- Bookmarks
- Much more!

*New materials developed each year!*



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**It's OK to have questions about your health. We have the answers.**

We have many educational materials to help you make healthier choices to reduce and control your risks, manage disease or care for a loved one. Some topics include:

- Nutrition and weight management
- Stroke
- Emergency response
- Treatments
- Cardiovascular conditions

**HELLO my name is STROKE**

**LEARN TO RECOGNIZE ME AND ACT QUICKLY.**

**Seconds = time lost = brain lost.**

**CALL 9-1-1 IMMEDIATELY IF YOU EXPERIENCE ONE OR MORE:**

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- Sudden confusion, trouble speaking or understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden onset of headache

**Learn to recognize a stroke. Because time lost is brain lost.**

**STOP**

**1. Call 9-1-1 immediately**

**2. Note the time when symptoms first appeared**

**3. Do not give anyone food or drink**

**4. Do not give anyone aspirin or other medications**

**5. Do not let anyone drive the person home.**

# Awareness Ad Council Campaign



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- Initial \$1.5 million investment in first national stroke awareness campaign
  - Goal for \$90 million return (donated media) in 3 years reached!
- Recent agreement to renew for three more years!
- Just beginning new three year cycle (May 2006)
  - New creative to link to ASA's Power To End Stroke cause campaign reaching African American audiences
  - Spike DDB selected a production agency

# Stroke Systems of Care



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- Coordination of care along the continuum of care to meet the critical, time sensitive needs of stroke patients
  - Primary Prevention
  - EMS/Pre-Hospital
  - Acute Treatment
  - Sub Acute/Secondary Prevention
  - Rehabilitation
- Publication of “white paper” for development of coordinated stroke systems of care
  - February 2005 *Stroke* journal
  - Built upon the foundation for State Stroke Systems Planning



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# Stroke Systems of Care

- State Health Alliances Directors across the US were charged in FY05 with developing a baseline assessment/plan on “the state of their state” compared to this white paper
  - Foundation for work with state level collaboratives
  - 50 state baseline assessments completed
  - This year over 430 targeted activities identified and completion by 6/30
- Planning process linked to Stroke Volunteer Forum and national ASA Advisory Committee for sharing of best practices



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# Driving Changes in the System

## Federal and State Advocacy

### – STOP Stroke

- ◆ state grant program for access to quality care
- ◆ national public awareness campaign
- ◆ fund the Coverdell Stroke Registry to collect data and share best practices
- ◆ grant program to educate professionals in new technologies and therapies

### – State Task Forces and Systems Change legislation



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# Driving Changes in the System

- JCAHO Stroke Center Certification
  - Approx. 213 hospitals certified by JCAHO as Primary Stroke Centers that meet national standards of stroke care
  - 560+ expressing interest

# Outreach to Highest Risk Audiences: Survivors



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- *Stroke Connection* Magazine
  - Secondary prevention, support and encouragement
  - More than 125,000 individual subscribers
  - Now available to customize issues with hospitals
- “Warmline” staffed by caregivers/ survivors
- Support group registry
- [strokeassociation.org](http://strokeassociation.org)

# Our New Cause Brands



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Organization Master Brand



Cause Brands



A new cause marketing campaign about stroke prevention



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# 2005 Stroke Survey



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- 53% respondents have hypertension diagnosed in their family and 41% have diabetes in their family
- Percent believing to be at little or no risk
  - Hypertension = 66%
  - Diabetes = 72%
  - Stroke = 73%
- Percent feeling knowledgeable about stroke = 70%
- Percent giving an incorrect definition of a stroke = 75%
- Percent feeling stroke would have a high impact on their quality of life = 88%

Conclusions: High realization, but not personalizing the risk to themselves.



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# Power To End Stroke

.....*You are the Power*

An aggressive education and awareness campaign that embraces and celebrates the culture, energy, creativity and lifestyles of African Americans. It unites African Americans to make an impact on the high incidence of stroke within their community.

# Target Audiences



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- African Americans ages 30 – 64
- Key Opinion Leaders
- Media
- Healthcare Professionals
- Strategic Alliances

# Materials



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**Pledge Card:** primary entry point into the program

## **Fulfillment Materials:**

- *I Have the Power: A Heart-Health Guide for African-Americans*
- *The Power Is in Your Hands: A Guide To Help Africans Americans Lower Heart Disease and Stroke Risks*
- *Sickle Cell Disease and Stroke*
- *Power To End Stroke: An African American Guide to Fighting Stroke*
- Lapel Pin
- “Power Line” Newsletter

## Contact:

- 1-888-4-STROKE
- [www.strokeassociation.org](http://www.strokeassociation.org)



# Program Materials



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- Campaign Ambassador Toolkit:
  - **Target Audience** – leaders in the African American community.
  - **Goal** - increased awareness among the African American community of their stroke risk and of the steps campaign ambassadors can take to lower that risk.
  - **Kit includes** – materials intended to support campaign ambassadors awareness efforts (i.e. ASA slide set, passion videos, campaign materials, stroke quiz, evaluation, thank you letter, etc.)





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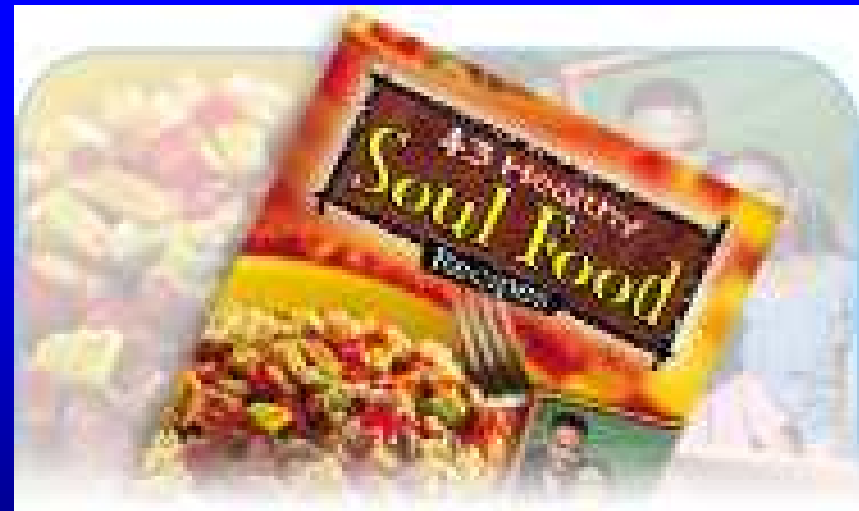
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# Healthy Soul Food Cookbook

Available since May 31<sup>st</sup>

Major grocery chains

Wal-Mart





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# Marketing and Communications Update



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# Campaign Ambassador

- Yolanda King
- *Celebrity Spokesperson*





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# Power To End Stroke “Share The Power”

May 18<sup>th</sup> – Los Angeles

Yolanda King – Celebrity Spokesperson

Dave Clark – NBC anchor: Emcee

Bob Carson – AHA Chairman of the Board

Cass Wheeler – AHA CEO

Roman Bowser – EVP, Western States AHA Affiliate

170+ notable community leaders in attendance

## **Call to Action**

- See healthcare provider within 3 months
- Identify 1 organization to support PTES
- Partner with local Affiliate to brainstorm ideas for a PTES event



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## **Affiliate Activities**

PTES Kirby Puckett Cards – Greater Midwest

PTES Fraternity/Sorority Step Show – Southeast

PTES Press Conference w/KY Governor – Ohio Valley

WA Dept of Health – Pacific Mountain

PTES Proclamation w/Buffalo – Northeast

TX Bar Association Resolution - Texas

Legislative Black Caucus Breakfast - Texas

Congressional Black Caucus – Advocacy

Milwaukee Power Sunday – Greater Midwest

# Local Market Events



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**November 19, 2005**

Holiday Inn Select - Naperville  
1801 N. Naper Blvd.  
11:00 a.m. to 1:00 p.m.

**Complimentary lunch will be served**

Celebrate the Conquest  
**EMPOWER YOURSELF**  
to Conquer Smoke & Stroke

Join the American Stroke Association's Power to End Stroke movement! Pledge to overcome smoke and stroke.

- Open Stroke Screening
- Complimentary Lunch
- Inspirational Stroke Survivor Story
- "Not in Mama's Kitchen"  
(a widely acclaimed secondhand smoke program that recognizes the value of a mother's influence in her immediate and extended family.)
- Chicago Style Steppin' by the Majestic Gents



Sponsored by:



American Stroke Association  
A Stroke of Education  
HEALTH EDUCATION

**POWER TO END STROKE.**

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Funding for this program provided by  
Illinois Tobacco-Free Communities.

**REGISTER TODAY!!!**

[www.dupagehealth.org/takethepledge](http://www.dupagehealth.org/takethepledge)  
or (630) 682-7979, ext. 7349

*Celebrate Dedicate Educate Participate*



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# New Alliances

National Minority Health Month Foundation

National Bar Association

National Black Caucus of State Legislatures

Black Elegance Magazine

Ebony Magazine Black History Family Tour

Hebni Nutritional Consultants

National Medical Association (M.O.U.)

American Sickle Cell Disease Association (co-branded brochure)

Black Women's Health Imperative (co-branded brochure)

100 Black Women of N. Virginia Chapter

Congressional Black Caucus

Delta Sigma Theta National Sorority (M.O.U.)

Association of Black Cardiologists

Association of Black Pharmacists



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# What's New? ASA Programs & Products



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# ShareGivers

- **Update to ASA's Peer Visitor Program**
  - Conducted research among staff, implementers and survivors in 2005
  - Updates include:
    - ◆ Succinct program guide
    - ◆ New lessons and resources
    - ◆ DVD which includes 4 videos
    - ◆ On-line component; easy access for updates
    - ◆ Implementation marketing tools/support
- **Available in September 2006!**



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# ShareGivers

- **Implementation marketing tools/support**
  - **For the implementer (recruiting/retention):**
    - ◆ Posters
    - ◆ Table tents
    - ◆ Postcards
    - ◆ Facilitator lanyard/badge
    - ◆ Stroke Connection Bag
  - **For the visitor (improve participation):**
    - ◆ Lanyards/badges
    - ◆ Certification (on-line test)
    - ◆ Business cards

# ShareGivers



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# Caregivers



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- **Increased focus on caregivers' health**
  - Conducted research in 2005
  - New web content area rolled out June '06
  - Negotiating terms of MOU with National Family Caregivers Association (NFCA)
  - Product development
    - ◆ Caregiver brochure
    - ◆ Caregiver resource guide
    - ◆ Caregiver's rights bookmark
    - ◆ File of life
    - ◆ Caregiver journal/organizer
    - ◆ Italian charm bracelet
    - ◆ Easy reference Health sliders
- **Available in September 2006!**

# Caregivers



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# Starting Now

- **Updating to be for Outpatient AND Inpatient settings**
- **Updates include:**
  - More extensive trainer's manual
  - More user-friendly CD-Rom
  - Updated content and lessons
- **Available in October 2006!**

# Starting Now



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# ***Stroke Connection Special Editions***

- **Expanding line for stroke survivors**
  - Capitalizing on brand equity and loyalty to ***Stroke Connection Magazine***
  - Combining ***Stroke Connection Magazine*** with Patient Education brochures, includes:
    - ◆ Table of contents
    - ◆ Feature articles
    - ◆ Practical tips for daily living
    - ◆ Resources
    - ◆ Plus, all the information that was otherwise contained in the patient education brochures



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## ***Stroke Connection Special Editions***

- **Topics include:**
  - **Being a Stroke Caregiver**
  - **Preventing Secondary Stroke**
  - **Emotional/Behavioral Changes After Stroke**
  - **Physical Changes & Disability After Stroke**
  - **Communication Challenges After Stroke**
- **These are great supplements for ShareGivers & Starting Now**
- **Available in time for ISC 2007!**



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# For More Information

1-888-4-STROKE

[www.strokeassociation.org](http://www.strokeassociation.org)